



**TRIGGERS FOR A SUCCESSFUL USER-GENERATED
CONTENT CAMPAIGN A STUDY ON MILLENNIALS
AND THE BEER INDUSTRY**

BY


MISS PATCHARAKAMOL ESDUL

**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL
FULFILLMENT OF
THE REQUIREMENTS FOR THE DEGREE OF
MASTER OF SCIENCE PROGRAM IN MARKETING
(INTERNATIONAL PROGRAM)
FACULTY OF COMMERCE AND ACCOUNTANCY
THAMMASAT UNIVERSITY
ACADEMIC YEAR 2016
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INDEPENDENT STUDY

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ENTITLED

TRIGGERS FOR A SUCCESSFUL USER-GENERATED CONTENT CAMPAIGN
A STUDY ON MILLENNIALS AND THE BEER INDUSTRY

was approved as partial fulfillment of the requirements for
the degree of Master of Science Program in Marketing (International Program)

on..... 8 MAY 2017

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ABSTRACT

This is a study about the key factors triggering Millennials consumers to participate and create User-Generated Content (UGC) on social media, by focusing the analysis on the beer industry in Thailand. This is a study of a contemporary topic in applied marketing, on the subject area of technology. The aim of the study is to make marketers and advertisers able to better understand the key factors for a successful development of an UGC campaign, in order to effectively engage Millennials consumers - which trust UGC more than other forms of advertisement in the fast-growing digital world. By leveraging this methodology in their marketing strategy, the brands could better achieve their marketing objectives and perform more successfully in developing brand conversation on online platforms. The specific objectives of this research are to clarify the reasons, occasions and motivations leading Millennials to create UGC for brands, and to analyze a recent successful UGC campaign in the beer industry. Hence, this study will help to identify the main trigger points which stimulate consumers to generate content, and the key successful factors for brands making UGC a favorable strategy in digital marketing within the beer industry - a market which will be analyzed as a case study, due to its particular legal

framework and interesting peculiarities.

Independent key variables of this study are set as 1) Brand communication, which includes elements of content, motivations and explicit incentives, and other marketing activities; 2) Millennials' motivations, interests and attitude towards brand and the content of a brand. These two variables have a mutual effect, leading to the dependent variable which is, eventually, a form of UGC for brand, developed by Millennials.

The results of this study will be beneficial for marketers and digital advertising agencies who work for brands, in order to understand the factors which can trigger the consumers to generate content, and the ability to employ those factors in order to develop a successful UGC campaign.

Keywords: User-Generated Content, Millennials, Social Media, Thai Beer brands

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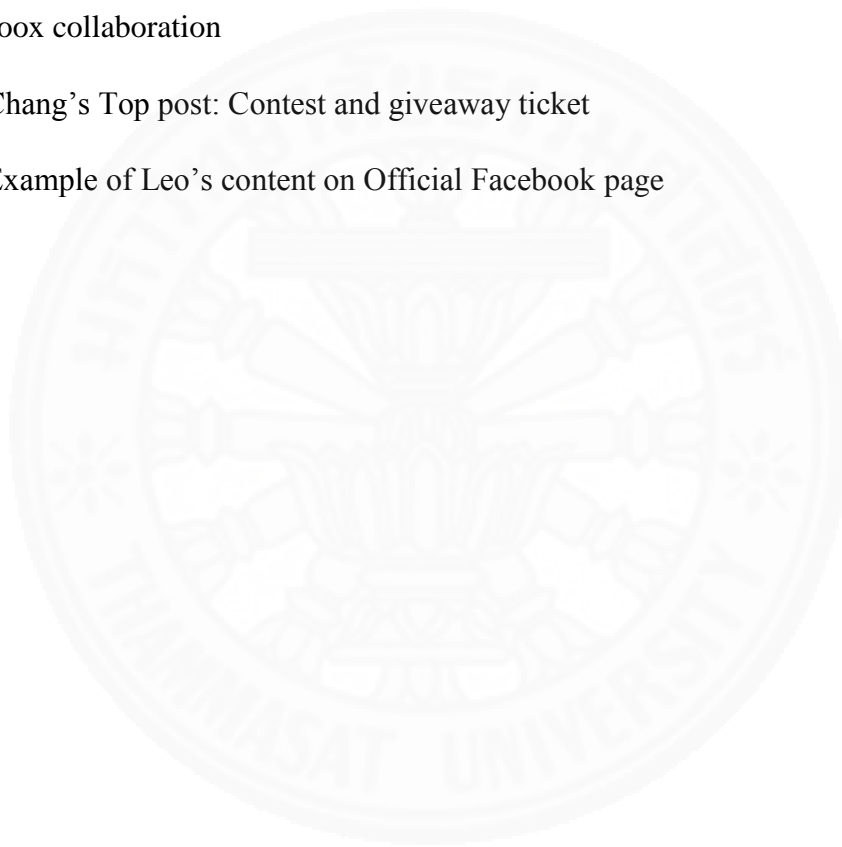
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LIST OF ABBRIVIATIONS

Symbols/Abbreviations	Terms
UGC	User-Generated Content
CGM	Consumer-Generated Media



CHAPTER 1

INTRODUCTION

1.1 Problem statement and research purpose

The role of User-Generated Content (UGC) is becoming more significant in online communication for consumers. Generally, UGC is created or shared online by users. It drives engagement, collaboration and conversation among the community (Interactive Advertising Bureau, 2008). Therefore, marketers and advertisers can possibly take advantage of UGC characteristics in order to create online strategies, to target consumers, to better achieve the goal of their marketing objective.

The social environment, which will be analyzed in this study, is that one of the so-called "Millennials". They are people aged between 19-35 years old, growing up in the era of rapid digital transformation, new social media and emerging technologies. The Millennials are creative, idealistic and connected individuals who have common preferences, and which desire, sometimes, to leave their sign in the world (StudioD, 2016).

Recently, marketers consider more often about using UGC in their strategies. They evaluate that integrating an effective UGC campaign within their marketing strategy will help them to grow the number of followers, to encourage customers' loyalty, add credibility to their products and, ultimately, increase sales.

Obviously, to achieve all of that is not an easy task. In order to create an environment which would lead consumers to generate content - such as sharing their reviews or participating in online conversations for brands - it is necessary to develop some key triggers. Many campaigns are not always successful, because they lack in stimulating those key factors. However, if marketers and advertisers understand more about customers' preferences in social media and learn how to effectively utilize UGC in online activities - such as hosting contests, using the right influencers, leveraging

customer reviews etc. - it would not be difficult for them to create the appropriate content, in order to successfully motivate customers in sharing, posting and talking about the brand. Subsequently, this process can develop to the level of a real brand loyalty. It can strongly encouraging the purchasing consideration of the product, more than just creating brand awareness.

This is a study of a contemporary topic in applied marketing on the subject area of technology. The aim of the study is to make marketers and advertisers able to better understand those key factors triggering consumers to generate contents. Moreover, this will allow them to better understand customers' interests and how to gain from that ability.

Choosing beer industry as case study is not casual. For several reasons, Thai beer market has an interesting potential for a feasible successful development of an UGC campaign. In fact, Thailand has a strict legislation in relation to the commercial promotion of alcoholic products: a general ban is issued on TV between 05.00a.m.-10.00p.m. every day. Hiring celebrities for a promotion of alcoholic products is prohibited on mass media and on online platforms too. However, it is allowed for an individual to show and talk online about such products: that is a perfect challenge for an UGC planner. Therefore, developing an UGC campaign could be the occasion for an interesting and creative competition within a market that is growing every year.

1.2 Research objective

This study is addressed to marketers and advertisers, particularly in the beer industry, who want to identify the key success factors for a successful UGC campaign. The study will also help them understand how to plan a strategy, which effectively triggers Millennials consumers to participate in UGC campaigns on social media. The research objectives are identified as follows.

1.2.1 Understanding Millennials consumers and their behavior on social media, by:

- Exploring the social media consumption behavior and usage, by demographic and psychographic analysis;
- Exploring the type of content which Millennials usually generate on social media;
- Understanding Millennials' attitude and response towards the social media advertising created from brands;
- Understanding the Millennials' attitude towards the social media activities created from other consumers, but relating to brands;

1.2.2 Identifying the trigger points which stimulate Millennials in generating content, by:

- Understanding the reasons and the occasions leading Millennials to generate content for brands and, at the contrary, those which does not;
- Exploring the logics which make the consumers willing to generate contents for brands;

1.2.3 Analyzing the factors which the brands must implement in order to create a successful UGC campaign, by:

- Analyzing the key factors which have been successfully used in UGC campaigns;
- Exploring the benefits which brands can get from adopting an UGC campaign in their strategies.

The next chapter reviews relevant literature concerning UGC. Chapter three describes the research methodology. In chapter four we analyze and discuss the results of the observations and data collected in chapter three. Lastly, we present a summary of the study, and conclude with our recommendations, in chapter five. After this, a series of appendices includes some samples of questions with which we collected all the relevant information for this study.

CHAPTER 2

REVIEW OF LITERATURE

The following literature review is the result of a secondary research, making an overview on Thai domestic beer market, UGC interpretation and Millennials' characteristics, social media consumption behavior and attitude, and response toward social media advertising created from brands. The literature has been extracted from several sources, such as journals, articles, other online sources and reports from various contexts. The next paragraphs are giving an insight on all of this.

2.1 Thailand's domestic beer market

The total estimated value of beer market in Thailand is of 1.39 trillion baht (journal.beer, 2016), with an annual 3.8% growth rate. The dominant segment, which drives the total market, is the mainstream one, which is worth 129,831 million baht - or 9.3% of the total market share. In this market segment there are 2 key players: Leo beer - with 66.4% market share - and Chang beer, holding a 26.7% of the market share (Positioning, 2016). For the other brands in this segment, like Singha, Tiger and CHEERS, including the premium and international brands, such as Heineken and Asahi, along with Archa, the market share is very little. In November 2016, the latest brand new beer, U Beer, produced by Singha Corporation, has been introduced in Thailand's domestic beer market. Three are the preferred brands by Millennials in this market: Leo, Chang and U Beer.

2.2 Alcohol advertising regulation in Thailand

In Thailand, alcohol advertising is strictly regulated by the Alcoholic Beverage Control Act, BE 2551 (2008). Under section 32 of the law, it is stated that alcoholic beverages may not be advertised in a manner which directly, or indirectly, claims benefits or promotes its consumption, and the commercial cannot show the product or its packaging. The use of singers, actors, athletes, celebrities and people

under the age of 20 is not allowed too. Advertisements or public relations can be conducted only in a manner which provides information and knowledge beneficial to the society. Moreover, all broadcast television channels have engaged in a voluntary ban of all alcohol advertising between 05.00a.m. and 10.00p.m., except during sports broadcasts (The Government of Thailand, 2008).

Mr. Yunyong Dechpiratmongkol, provincial chief public prosecutor, said that the posting of alcohol beverage photos, generated by consumers on social media without an advertising purpose is not illegal, since the regulation does not mention about that. Nonetheless, if brands secretly hire people to spread contents on their social media to promote an alcoholic product, the conduct is again to be considered illegal (Innnews, 2015).

As there are many limitations for alcoholic beverage promotion, UGC becomes an interesting tool in online strategies which marketers in beer industry are now using.

2.3 Defining User-Generated Content

The role of UGC is becoming more significant in online communication for consumers. UGC - also known as consumer-generated media (CGM) - is created or shared online by a user and drives engagement, collaboration and conversation among the community (Interactive Advertising Bureau, 2008). The forms of UGC could be many, such as textual posts, comments, photos, videos and online ratings and reviews. Since consumers can share their own stories or comments about brands, UGC is regarded to be an authentic source of contents, which engages the users and strengthens their awareness (York, How User-Generated Content Strengthens Brand Awareness Through Social Media, 2016). UGC does not let the consumer perceive themselves just as a random recipient for the advertising of the brands: they feel instead that the message which is delivered by other users is more trustworthy than brand generated-content. As a result, consumers will feel more engaged as an active

part of the process. If done correctly, the ROI of User-Generated Campaign can rise drastically. A good result can effectively reduce time, energy costs and resources of the marketing team. (Terwindt, 2016).

Social media platforms, where consumers share their contents, are now growing in popularity. Social media are the online platforms of interaction among people, where they create, share, exchange, co-create, discuss and modify UGC between other individuals, organizations and communities. The most popular social media in Thailand are Facebook, Google+, Instagram and Twitter, used by around 56% of the total population. Approximately 38 million people are active social media users - a number that has a growing trend of a 19% since January 2015 (We are social, 2016). In each platform there is also a content sharing behavior that can describe the kind of the interactions having place on it. The average of interactions on Facebook is represented by about the 95% with the "like" button, along with a 3% of sharing content/post and a 3% of comments. Regarding the average of post types on Facebook, a 55% is represented by photo posting, a 38% by attaching links and, lastly, we have video posting frequency at 6%. Furthermore, regarding the interaction types on Twitter, we can see a 59% of "retweets", a 40% in "likes" of the tweets and a 2% in replies (socialbakers, 2016). With an increasing of 19% in the number of active social media users and a 21% growth in the number of active internet users (We are social, 2016), the Millennial segment is the biggest chunk of social media consumers (Vichienwanitchkul, 2015).

2.4 Millennials on social media

Millennials are the people who were born between 1980s – 2000s, in a time of rapid change, making them different from previous generations in many aspects (Goldmansachs, 2015). Millennials spend around 30% of their media consumption time dealing with UGC. They get involved in UGC campaigns and trust in their outcome by a 50% more than they do with traditional media. UGC improves, by a clear 20%, their purchase decision and results, by an increase of 35%, in a memorable

experience when compared to any other type of media consumption (crowdtap, 2015). As Millennials are quickly becoming the population with the greatest purchasing power, projected to spend more than \$200 billion by year, and \$10 trillion in their life time (Solomon, 2015) they seem to be a very appealing group to marketers. Even though, they are hard to reach if the brands do not first develop a loyalty strategy. Millennials tend to tighten the belt, yet they choose to spend in categories that may help them gaining social recognition, i.e. fashion, lifestyle, technology. (Initiative, 2014).

Hence, marketers should better understand about their characteristics, insights and preferences. Approximately 64% of Millennials, surveyed about their response to a brand message, said they behave more positively to a message that is tuned to their cultural interests (such music, movie, sports, and entertainment preferences). For them, a typical interesting branded online content should be brief, entertaining, funny, fresh, unique, informative and relevant to their life (StudioD, 2016).

Besides getting more acquainted about Millennials, marketers and advertisers should also know more about the social media landscape. They need to analyze the user behavior in order to better understand how to effectively adopt an UGC strategy. For example, to create brand awareness, the brands should spread shared contents, from consumer to consumer, and then see how the customer consideration can change just by looking at the comments or reviews (สินธุวาทิน, 2016). After a comprehensive evaluation, marketers and advertisers can generate a good strategy for an UGC campaign on online platforms, having more clear how to reach the final marketing objective.

In summary, having analyzed the previous literature review, three are the main considerations and questions with which this research is going to deal with: 1) The research on online marketing activity of beer industry, and on the insights of Millennials consumers in Thailand, is still limited; 2) In regard to the strict limitations for alcohol beverage promotion in Thailand, tactics for promoting alcohol beverages

on online channels are still unclear; 3) Subsequent to the advertising limitation of the industry, UGC has a high potential to blend marketing message in beer products. This research will focus on the factors and possible ideas to successfully develop UGC campaigns in beer business.



CHAPTER 3

RESEARCH METHODOLOGY

This research was conducted (see below, Figure 3.1) as an exploratory and qualitative research in order to understand the attitude and logic of Millennials social media users. The acquired information was used to analyze the factors which can trigger Millennials to generate content for brands. Secondary data, observation, and in-depth interviews are included.



Figure 3.1: Research framework

3.1 Secondary research

The secondary research was conducted by using literature reviews, in order to understand millennial consumers and their behavior on social media, with an overview on Thailand's domestic beer market. The data was obtained from credible sources through website consultations, online journals, articles and reports, both Thai and international.

3.2 Primary research

3.2.1 Observation

The observation was conducted on Facebook - also, using Facebook analytic tools - and other social media channels, with a focus on the official fan pages of Thai beers - such as Leo, Chang and U Beer - which have a target on Millennials.

Moreover, related keywords and hashtags to the brands were used for the observation on Instagram and Sysomos, the social listening tool. The purpose of this observation was to figure out the type of UGC and interest of Millennials about the beer brands on their social media, as well as identifying the marketing techniques and type of posts which brands use to motivate consumers to generate contents for them. The lists of websites, keywords and hash tags are listed as follows (see Table 3.1):

Official Facebook pages of the brands:

1. *Leo* <https://www.facebook.com/werleo/>
2. *Chang* <https://www.facebook.com/Changworld/>
3. *U Beer* has no official fan page

Keywords and hashtags which have been used on Facebook, Instagram, Twitter and Sysomos.

Table 3.1: Observation keywords and hashtags

Brands Observation	Related Keywords and Hashtag
LEO	ลีโอเบียร์, เบียร์ลีโอ, leo เบียร์, เบียร์ leo, ลีโอ, Leo Beer, Leobeer
CHANG	Chang Beer, Beer Chang, เบียร์ช้าง, ช้างเบียร์
U BEER	UBeer, BeerU, U Beer, ยูเบียร์, เบียร์ยู,

3.2.2 In-depth interviews

In-depth interviews are divided into 2 parts. The first part is a collection of Millennials' insights in term of attitudes, interests and motivations to generate or not generate contents for the beer brands. Two rounds of interviews were conducted to collect the necessary information. The second part is an interview

with marketers or advertisers who created UGC strategy within the beer industry, to study if the result of UGCs which they have managed to achieved the marketing objective. This can help to identify the key success factors for a feasible successful campaign.

About Millennials' in-depth interviews, the first round was conducted with 10 millennials between October - December 2016, to identify the key variables of the logic and reasoning, which brought Millennials to generate contents for the beer brands.

During January to March 2017, the second round of in-depth interview was carried out with 20 Millennials, in order to obtain their insights in terms of attitude, interests and motivations, for generating or not, contents for the beer brands. The pictures and videos of Facebook posts were used during the interview session, as a medium to draw out the preferences of contents that Millennials would like to share. The 4 videos and 6 images represent 4 styles of contents generated by brands with the expectation of creating an UGC. The pictures and videos were selected under 3 criteria: 1) images and videos were shared many times through Facebook; 2) images and videos were shared few times through Facebook; 3) all images and videos were produced by the brands themselves.

3.3 Sampling plan

The respondents are Millennials, between 19 – 35 years old, living in Thailand, regularly using social media such as Facebook, Instagram or Twitter and generating content for any brand of beer on their social media accounts. They were recruited through personal connection and by sending Facebook message to individuals.

3.4 Data collection

An in-depth interview with a Social Media Strategist was carried out with the aim of obtaining answers from an expert. Mr. Rajsak Asawasupanchai, Managing director at the Digital department of IPG Mediabrands, was reached through personal connection. The interview was conducted face to face.

Millennials were chosen through non probability sampling and recruited through personal connection or by sending a message to their Facebook accounts. The in-depth interviews were conducted with a face- to-face approach, either online, using tools such as Skype or other video call applications, as well as at physical locations, at the convenience of the researcher and respondents. Each interview lasted between 35 – 45 minutes. All the interviews were digitally recorded and later transcribed.

3.5 Data analysis

The data had been obtained by using sound recorder, and notes, to record all conversation during the interviews, later transcribed in a written form. Subsequently, all the obtained data was manually categorized into similar meaningful groups, following Boyce's theory (Boyce, 2006). The process of building up a series of categories was helpful in identifying the preferences and models of the interviewed Millennials regarding their attitude and interpretation of an UGC campaign, related to a beer brand. To those data, a theoretical framework was applied in order to pinpoint the key variables which can explain, eventually, what triggers Millennials and how it does that, in order to generate content for beer brands in an UGC campaign.

3.6 Theoretical framework (see below, Figure 3.2)

Independent variables are:

- Communication elements of the beer brands
 - Element of content: consisting in format, length, design, etc.
 - Motivations and explicit incentives offered by the brand to consumers, for a UGC purpose, such as discounts, privileges, rewards, etc.
 - Other marketing promotional activities, such as concerts, new product launches etc.
2. Millennials' attitude, interests towards brands
- Millennials' attitude towards brand propositions: attitude of respondents towards products and brands - they share the content because they like the brand, feeling that the brand is relevant and meaningful to them.
 - Millennials' attitude towards sources of content: Attitude of respondents towards sources of content, which are: 1) The brand official source: Official Facebook page, Twitter, Line, etc.; 2) A third party source: news web portal, editorial, other audiences, etc.
 - Interest of Millennials towards content of brands: the preferences of contents
3. Millennials' motivations and implicit incentives (e.g. social incentives, likes, follower, etc.)

The dependent variable is the UGC that Millennials generate for brands. This variable describes a positive content, such as posts, the sharing of a post, comments, reviews; it creates conversations and contents for brands by using images, video, or other products by millennial users on social media.

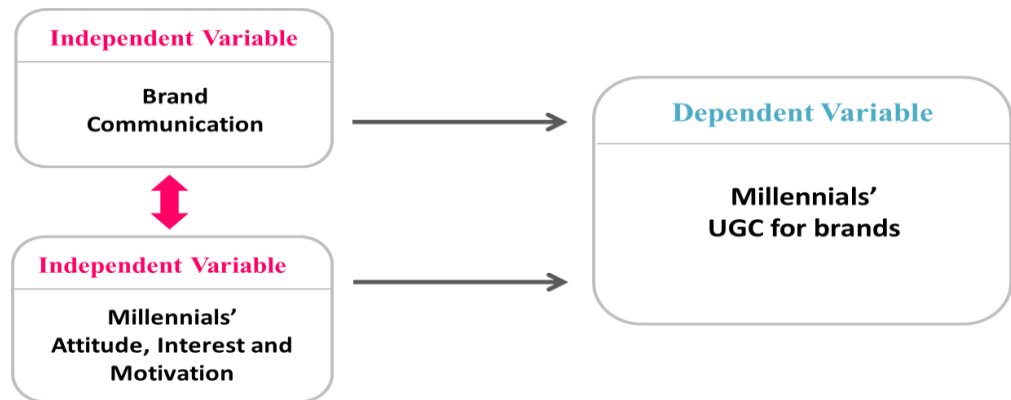
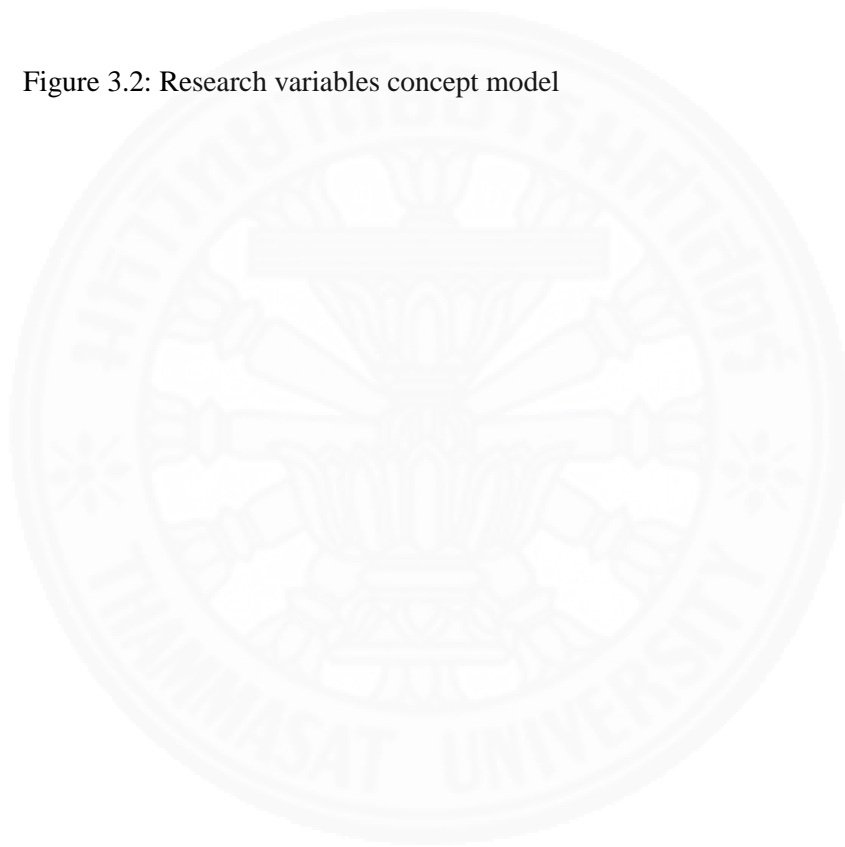


Figure 3.2: Research variables concept model



CHAPTER 4

RESULT AND DISCUSSION

4.1 Secondary research key findings

Thai beer market overview

The market size of beer industry in Thailand has an estimated value of 1.39 trillion baht with a 3.8% growth rate (journal.beer, 2016). In this segment of the economy there are 2 top players, which are Leo beer and Chang beer, both domestic brands, by having respectively 66.4% and the 26.7% of the market share (Positioning, 2016).

Today, there are 3 brands of Thai domestic beer which are focusing their target on the Millennials market. They are Leo, Chang and U Beer, which is the latest brand new beer, introduced in the market during November 2016, by Singha Corporations (Foodbev, 2017).

After a review, it becomes obvious that the real challenge for alcohol products advertising in Thailand is the strict legislation in relation to their commercial promotion: indeed, alcoholic beverages may not be advertised in a manner which directly, or indirectly, claims benefits or promotes their consumption, and the commercials cannot show the product or its packaging. Several limitations have been implemented in the national legal framework in order to prevent all of this. Subsequently, suitable areas to implement a marketing strategy are very limited, with a major exception represented by online media communication. It is there that an effective marketing strategy can have a place.

The benefit of UGC for marketing campaign

As for the reasons mentioned before, it is under this particular situation that the role of UGC could become ever more significant in online communication for consumers of alcoholic products. Indeed, on the web the users can create and share, almost freely, some content about their preferred brands. The form of this UGC could be expressed in textual posts, comments, photos, videos and online ratings and reviews. The users, which in this case are mostly the consumers of those products, feel more engaged as an active part of the business story. Good strategies on the online media could result in a significant gain for the brands, which can reduce all the costs in developing a product, as theorized by Terwindt (Terwindt, 2016).

Thailand's Social media overview

Facebook, Google+ and Instagram are amongst the most used social media in the world, and Thailand makes no exception. More than half of the total population of the country is using those media, and the number of the users is increasing every year (We are social, 2016). The participation trends on social media are almost similar among all the different applications. Basically, it means that a photo, a video or a text is posted, and the most common interaction between the users is based on the “like” button, along with a comment (socialbakers, 2016).

Millennials' behavior on social media

For online marketing in Thailand, the Millennials segment represents the biggest chunk of social media consumers (Vichienwanitchkul, 2015). They spend around one third of their time on social media generating content, and in doing so they developed a form of trust in this methodology which outdoes any other mean of communication. Millennials are very attracted by all that is social, contemporary and that has an impact on the common trends. They tend to get involved in fashion, lifestyle and technology (Initiative, 2014). Since they represent also the part of the

population which already has an important role in the market - a position which will further develop and increase in the near future – they are seen by marketers as a very appealing group.

4.2 Observation key findings

4.2.1 Official Facebook Page of the beer brands

Only Leo Beer and Chang beer, two domestic beer brands which have a marketing target on Millennials, have an official Facebook page. For U Beer, there is no official Facebook page at the moment.

Both official Facebook pages of LEO and Chang have some similarities, regarding the type of contents they are displaying: 1) Event promotions; 2) Prize competitions; 3) Entertainment contents; 4) Contents from traditional media; 5) Photos of wrap up of campaigns or events. The key objectives of these two Facebook pages are to create customer engagement in terms of content sharing, “tagging” friends, obtaining a big number of “likes” – read visibility, comments and collaboration with the brand.

More fans doesn't mean more engagement

The numbers of fans of these two pages are quite different. If Chang has a bigger number of fans (1,065,412 fans), and Leo, compared, has only 370,000 fans, the engagement rate of Leo is higher than Chang: this means that the content on Leo's page can gain more attention and participation from the audience (see Figure 4.1 below).

	Page Performance Index	Number of fans	Average Weekly Growth	Engagement	Post Interaction	Total Reactions, Comments, Shares of Facebook-Videos	Total Reactions, Comments, Shares	Number of Shares	Number of Comments	Number of Reactions
Chang World	60%	1.1M	1.4%	1.2%	0.87%	20k	335k	9.9k	4.4k	320k
We Are Leo Thailand	42%	368k	0.43%	2.5%	1.9%	32k	258k	7.7k	2.6k	248k
Average values	51%	715k	0.90%	1.8%	1.4%	26k	296k	8.8k	3.5k	284k

Figure 4.1: Facebook Dashboard of Chang and Leo (graph and data acquired using *Fanpagekarma.com*)

Knowing target audiences can win their heart

The most common type of posts on Chang's Facebook page are mostly represented by photos and videos are coming in second place. The most recurring themes regard friends, music, concerts and sport activities. Such contents tune with the Millennials' interests in many aspects. If it is true that anyone's taste of music is subjective, Chang provides many options for their consumers with many kinds of music collaborations. For example, it does that in cooperation with Joox, by offering a 14 days VIP account privilege as a giveaway prize, if the consumers generate content for them. The post referring to that promotion gained 34 thousand reactions, with 182 comments and 434 shares (see below, Figure 4.2).



Figure 4.2: Joox collaboration

Moreover, posts about concerts and party events are the ones that Chang and Leo consider most relevant to their activities, since they directly relate to the drinking moment, and can strengthen the relationship between brand and consumers. In addition, Chang captured another interest of its customers, which is sport. Chang's most followed initiative is the contest and give away of free football tickets, by asking fans to share the post, then tag their friend, writing the reason why they want this ticket. This post gained 1,594 shares with more than a million of comments and 41 thousand reactions (see below, Figure 4.3).

Chang World
March 13 at 4:37pm · 🌐

ถ้าคนไทยไม่เชียร์ใครจะเชียร์!
ช้างแจกอบัตรเข้าชม 15 รางวัล รางวัลละ 2 ใบ
ชวนเพื่อนไปเชียร์ฟุตบอลทีมชาติไทย สู้ไปบอลโลกในแมดซ์ "ไทย VS
ซาอุดีอาระเบีย"
วันพฤหัสบดีที่ 23 มี.ค. นี้ เวลา 1 ทุ่มตรง ที่สนามราชวังคลาภิเษกสถาน เพียง
ทำตามกติกา ดังนี้

1. กด Like Facebook Fanpage Chang World แล้วเปิดเป็นสาธารณะ
2. แท็กเพื่อนที่อยากหาไปด้วย 1 คน แล้วออกเหตุผลว่าทำไมถึงอยากไปร่วมงาน ที่ไฮโพสนี้
3. แชร์โพสนี้ออกไปที่หน้า Timeline โดยตั้งค่าเป็นสาธารณะ

ร่วมสนุกกันได้ตั้งแต่วันที่ - วันที่ 15 มีนาคม 2560
ประกาศรายชื่อผู้โชคดีวันที่ 16 มีนาคม 2560
รายงานตัวได้ไม่เกินวันที่ 17 มีนาคม 2560 เวลา 12.00 น
#Chang #บอลไทย #ทีมชาติไทย



Like Comment Share

Adisorn Jarunjintana and 41K others Top Comments

1,594 shares 1.1K Comments

Figure 4.3: Chang's top post: contest and giveaway ticket

Creative and interactive content create engagement

As mentioned, Leo has fewer fans, on its Facebook page, compared to Chang, but it still has a higher engagement rate. After a quick observation, the contents of Leo look not so different from Chang, in terms of corporate identity (logo, graphic, color), and in almost every other element of content. The real differentiation is creativity: Leo's contents are more creative than Chang's ones. The average post of Leo turns a simple message into a game, able to create a challenge between consumers: this result is in a better engagement rate, even without any giveaway prize. Anyway, Leo offers some prizes and contests on its page too. The modality of posts on Leo's Facebook page are quite interesting as well, because they use not only simple images and videos, but also flash photos, which can create more entertainment for the users (see an example below, Figure 4.4).



Figure 4.4: Example of Leo's content on its official Facebook page

4.2.2 Keyword and hashtags

The three beers (Chang, Leo and U Beer) have been observed, looking for the keywords, both manually, and by using Sysomos, a social listening tool. The types of content generated by consumers are photos, videos and links, relating to their lifestyle, to the events they attend (concerts, parties, sport events), the incentives they prefer (discount at bars, free concert tickets), product news (about product innovation), creative contents generated by brands or other users, and product reviews.

Curiosity and product rarity makes consumer proud

Before U Beer was officially launched in the market, some photos were leaked through social media, and shared throughout the web before the launch date. This created a lot of curiosity about that product. Then, after the official launch, U Beer had to face a short supplies issue, and this made consumers even more curious about the beer. People wanted to try U Beer so much that most of the user generated content was characterized by pictures of the users trying the product, or having conversation about it, outlining the curiosity for the newcomer in the beer market, sharing articles of marketing news, product reviews during Facebook live broadcast, posting of video clips and status. People having the beer were feeling quite privileged and proud, and that feeling was largely spread through the social media.

Product Innovation affects social attention

By using the set of keywords on Sysomos, one can observe that the biggest word with which clouds are composed, represent the frequency the word itself is used by the consumers. After Chang launched a new design of bottle, in a Champaign style shape, consumers generated content about this fact by posting photos, sharing news or conversations about this innovation. And such a phenomenon also happened with U Beer, when the brand has launched U Can, the yellow can of U beer.

Meanwhile, Leo changed its label on the beer bottle, without announcing this change to the public. After the change consumers perceived that the taste of Leo was changed: so they generated content with no intentions to promote the new label. They just wanted to do the product review.

Events can create the scene of content generation

Using the previously mentioned hash tags and keywords, the results have been observed on Facebook, Instagram and Twitter. Most of the content is characterized by photos, much more if compared to videos. Those pictures most often show friends holding a beer, just a glass, or a bottle of beer and some moments of fun. All those resources can be useful and be exploited in managing an UGC.

4.3 In-depth interviews result

The interviews were carried out to collect Millennials' insights in term of attitudes, interest and motivations to generate or not generate contents for the brand of beer, and in order to identify factors that can trigger Millennials to generate content for beer brands. Thirty Thai Millennials (Male=18, Female=12) were involved in the process. Ten of them were university students, another 10 were first jobbers and the others were office workers. All of them have social media accounts and have generated some sort of content for beer brands before. Moreover, an industry's expert, social media strategist was interviewed too in order to define a deeper understanding of a successful case of UGC campaign for Millennials.

According to the industry expert, Mr. Rajsak Asawasupachai, it is very important that the advertiser or marketer understands the online behavior of Millennials on social media, to create the right content to communicate with them and make them willingly engage or contribute something for the brand. Moreover, to achieve the marketing objective, the marketer should select the right implementation of the marketing strategy they want to follow.

Social media content for Millennials

Millennials love to socialize. Brands should provide them contents relating to the current situation. Brands should interact with them and stimulate their interests. Moreover, brands should consider producing contents that can give them some value, or benefits. Besides publishing only up-to-date content, Millennials also value content which is related to them and that can reflect their attitudes. They tend to consume content about the things they want to have, see or become. So, brands should consider all of this in every post, engagement or interaction they produce.

Utilizing UGC strategy after the marketing strategy

UGC can be the most appropriate answer to all marketing objectives, such as: 1) brand awareness: the brand can create a trend by using influencers and hashtags; 2) product knowledge: the brand can use key opinion leaders who are the expert write reviews 3) engagement: competitions to win prizes, or crowdsourcing can make consumers eager to engage in and generate content for brands; 4) sales: to boost sales, setting trends by engaging several micro-influencers to post the product on their social media, and generate good issues on web forums, in order to influence other people and encourage them to purchase the product (mass hysteria event). Therefore, the campaign execution can be more interesting and exciting, depending on creativity.

Mr. Rajsak was responsible for LEO beer social media management, and he is now responsible for the online campaign of U Beer. In his interview, he shared a successful case of UGC campaign with U Beer. Since this beer captured Millennials target from the beginning of its promotion, the brand is now focusing on online communication, especially on social media. The brand understood the target audience very well. U Beer always creates new trends and unexpected events for the consumers, by using many key opinion leaders, sparking online-conversations. This can thereon create a "*me too*" phenomenon on social media, which brings consumers to generate content. This content represents a valuable learning source for the brands,

since it shows the Millennials' style and up-to-date attitudes. U Beer, usually, lets consumers play around with its logo and the product design itself. This helps brand visibility. An example of a UGC campaign for U Beer was to let consumers post and tag friends about their attitude towards themselves, asking them specific questions, such as: "*what about U?*" in order to win a prize. This was done by using "U" - which is the name of the brand - through a 3rd party social media, instead of the brand's official channel, because of the alcohol advertising legal ban. Customization is another way to let users generate content for the brand. U Beer also provides photo booths at bars and night clubs for customers who take photo with a bottle of U Beer. Those photos, posted on their Instagram accounts with #ubeer hashtag, can be printed out and applied on a U Beer bottle. The consumers perceive this as a real cooperation between the brand and them; they tend to share, engage and talk much more about the campaign.

If Millennials are expected to generate some content for brands, firstly they have to develop a good attitude towards the brand. Subsequently, the content that they generate for the brand must produce some value for them too, in terms of explicit incentives, such as prizes or rewards. Another implicit factor driving Millennials' behavior towards generating content for the brands is social recognition; they want to feel accepted by other people within social media. As an example of this, some months ago certain consumers shared the leaked photos of U Beer, feeling as "first movers" and therefore some kind of "authority" in talking about that industry. Millennials do not want to be out of trend. One of the last hash tags of Chang, #Fridayfriday, was adopted and posted on their social media after a group of celebrities and influencers did so. If the brand has a good reputation in terms of lifestyle, it can uplift the image of the Millennials: they would easily start to generate content for the brand in order to gain more numbers of "like" or other reactions on their social media. Moreover, U Beer allows consumers to take their photos and upload them on the social media, having the opportunity to tag them as #ubeer. They can subsequently print those photos with a U Beer label. This made consumers to generate content for the brand.

The reason and logic of Millennials not generating content for brands

There are the main reasons, according to the results of the interviews, which make Millennials unfavorable to generate content for the brand. Firstly, the brand image. If the brand image doesn't match with their personality, they do not want to generate content for that brand because they think, overall, that a brand can help them representing their identity:

“If I go to that Chang concert, I don't want to share any photos of it because in my perception that kind of concert totally is not me!”

- Akarapon, age 23

Secondly, they don't want to be the marketing victim. If they know that some influencers have been hired from the brand to write a review, they would never cooperate in generating the content:

“I hate being forced by brand to be the marketing victim... and I'm not that stupid”

- Supamas, age 33

Lastly, content that is not interesting enough can be too hard to sell and it will lack a reason to be shared:

“Some clip tries to be viral but I found it not that interesting. I know that it's another advertising clip, so I just want to skip it, rather than share it”

- Patcharapan, age 21

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

5.1 Summary and conclusion

This research has been aimed at identifying, through a social media analysis, the key factors for a successful development of an UGC campaign, with a particular focus on the beer industry. The social target of this study has been Millennial consumers. They represent an important part of society; the most active and dynamic on social media, which can effectively be involved in a possible UGC campaign by marketers and advertising strategists. The particular legal framework situation of the beer industry allowed, more functionally, to investigate the logics and attitudes leading Millennials to participate in UGC campaigns for such brands.

Collecting information from social media users and professionals in the beer industry conveyed very clearly what are, at least, the most common traits, or key factors, which drive the users in cooperating and participating on a UGC campaign, and those who make that unsuitable. It goes without saying that if a marketer, or an advertising strategist, deeply understands the mechanics of this process and the dynamics behind the user/consumer's behavior, the leverage which could be applied to his/her strategy could result in a more successful campaign, therefore in a better achievement of the marketing objective. Those who master this process can easily get into the consumer's point of view.

From the data analysis acquired by secondary data and direct interviews, the main implications in creating an effective UGC campaigns are explained as follows.

Brands should understand deeply their target

Above all, Millennials are young people. They have all the characteristic needs and necessities of such an eventful age. They seek social recognition, for a clear position, and for a determined future. They want to leave a mark in the society and in the world. Therefore, they are very sensitive to what is trending in society. The age of social media brought all of those factors online: it is there that many of the current trends – regarding lifestyle, technology, culture in general – are elaborated and come to life. A Millennial involved in social media tends to present himself as a character with his ideas and opinions. From there, he looks around to get the last big arguments and themes, and tries to get back something useful for his life too. It is here that one of the key factors of this study has been individuated.

Social media contents should match to Millennials' preferences

Ascertained that Millennials love to socialize, brands should provide contents which are up-to date and interactive. They must tap into their interests. Moreover, brands should consider producing contents that can grant to their consumers some value, or benefits, such as entertainment, a prize or social recognition. Besides publishing only up-to-date content, Millennials also value the contents which are related to them, and that can reflect their attitude. As the in-depth interviews clearly showed, contents that can create a feeling of curiosity or exclusivity - such as the example of the leaked photos - are the ones that Millennials will definitely share. They tend to consume contents about the things they want to have, see or become. Therefore, brands should consider about all of this in every post, engagement or interaction: curiosity is an interesting key factor to consider in the marketing strategies.

Entertainment content is the most desirable content

A Millennial user looks for entertainment occasions too. This is the second most important outcome of the research. Among the beer brands analyzed, the ones who have more engagement have been the most creative on social media. We are referring to creative ideas and replicable occasions, which involve the users on social media and which pave the way to create entertaining situations. Users get back to the brand, generating content, most of the times involving their private lifestyle, whenever they are - concerts, events or when having fun with friends. The users are happy too, since they can acquire social recognition from showing their cool life.

Offering incentives makes Millennials generate contents for brands easier

In order to generate content for a brand, the user seeks, almost all the times, for something in return. This can be represented by material benefits, such as prizes, privileges, free trials and, many times, by a social recognition. A user/consumer perceiving himself as an important player exposed to the public social environment resulted, by the investigations of this study, as a generally satisfied and proud individual. Therefore, he is much more loyal to the brand that allowed him to get to that position. To generate an UGC campaign successfully, brands should consider offering incentives to make consumers willing to generate content for the brand in a positive way. Brands can create some competitions, or challenges, to make consumers do something for the brand, and win a prize - the prize should be valuable enough.

Using the right influencers to create a trending UGC is crucial

Within Thai society, influencers, celebrities or key opinion leaders have a big role in terms of setting trends. Generally, a positive attitude in generating content by the consumers has been identified whenever an influencer, or a celebrity, participates in the UGC campaign according to his sincere interest. The question of the independence and spontaneity of the influencer is very important since, as mentioned

before, all the users can easily cease their support to a brand if they perceive that the influencer has been hired by the brand. Also, being an influencer is something Millennials generally strive for. A brand that allows them to follow such a desire can get much approval. Then, choosing the right influencers is a crucial point that brands should consider.

Concert, events and activities can create occasions for UGC

The beer industry has always been interested in promoting themes such as friendship, fun and sharing. Nonetheless, Thailand has a particular legal framework making the marketing promotion very original, if compared to other areas of the world. A list of prohibitions is present, forbidding marketing activities on the traditional media. Millennials, the target of this study, tend anyway to spend much time of their media consumption online. Therefore, in the age of social media, the Thai beer marketers and advertising strategists should not have too many difficulties in finding the right recipients for their campaigns. Creating events, concerts and activities at clubs is an interesting option: it is the moment when people have fun time and where they share their content online, creating a good feedback for the brand promotion.

5.2 Limitations of study

Due to time constraint, the research was focused on a limited number of social media. Nevertheless, the main online media in Thailand (Facebook Instagram and Google+) have been covered. One of the limitations that occurred the most, was the private setting of many Facebook groups, resulting in a slower reaction to the investigations carried out during the interviews process.

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APPENDICES

APPENDIX A

QUESTIONS FOR IN-DEPTH INTERVIEWS WITH MILLENNIALS

Screening Questions and general information

Do you usually have a beer? : Yes / No

Which brand of Thai beer do you like?

Do you usually spend some time on social media? : Yes / No

Gender: Male / Female

Age: _____

Occupation: _____

.....

Questions for in-depth interviews with Millennials


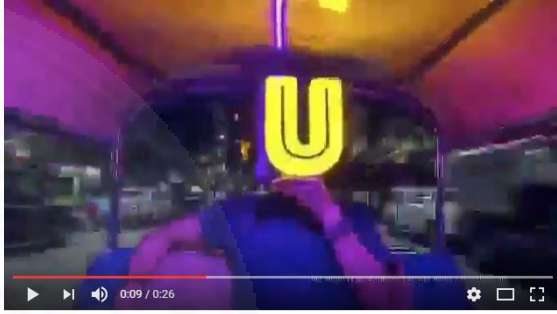


- 1) Which platform of social media do you usually use?
- 2) According to you, what is the difference between each platform?
- 3) What types of social media content, such as post, are you interested in?
- 4) Have you ever re-posted a content you have been interested in?
- 5) What types of post do you usually produce on your social media?
(e.g. photos of your lifestyle, status posts, re-post of articles, links, etc.)
- 6) Can you give an example of a situation that makes you feeling the desire to generate contents on our social media?
- 7) How do you feel about the online advertising?
- 8) Have you ever participated in a social media campaign, for any brand, within the last 3 months?
- 9) Have you ever generated content for any brand within the last 3 months?
- 10) What led you to generate contents for those brands?
- 11) Have you ever generated content for any brand of beer?

12) How do/did you generate content for the beer? Please describe it / show your material, if you can.

13) What led you to generate content for the beer brand?

14) How do you feel towards the beer brand for which you have generated the content?

15) For these video, which one would you like to share on your social media and why? (You can select more than one answer)

<p>A</p>  <p>https://www.facebook.com/werleo/videos/806517129478467</p>	<p>B</p>  <p>https://www.youtube.com/watch?v=blpIrM_RwWg</p>
<p>C</p>  <p>https://www.facebook.com/Changworld/videos/10158135362340338/</p>	<p>D</p> 

16) For these video, which one would you like to share on your social media and why? (You can select more than one answer)

<p>A</p>	<p>B</p>
<p>C</p>	<p>D</p>
<p>E</p>	<p>F</p>

Note: The interview guide was modified as the interviews progressed, and the order of questions was rearranged according to interviewees' answers.

APPENDIX B

**SAMPLE QUESTIONS FOR IN-DEPTH INTERVIEW WITH
SOCIAL MEDIA STRATEGIST**

- 1) Have you ever done any social campaign addressed to a Millennials target? Could you please specify?
- 2) Have you ever developed an UGC campaign? Could you please specify?
 - a. How did you plan the campaign execution, in order to answer to each marketing objective?
- 3) Could you please share some successful cases of doing an UGC campaign, for brands you have worked for?
- 4) Referring to beer clients, could you please give me an example of the briefs that you got from a beer client?
- 5) Was there any concern from a beer client?
- 6) Could you please tell us your past or current experience, in which you utilized the UGC strategy for a beer client?
- 7) How often do you monitor the results, after launching an UGC campaign?
- 8) If consumers give no feedback on an UGC campaign generated by you, what do you do to solve the problem?
- 9) Since I believe that it is hard to control the users' attitude, when they generate content for brands, how can you manage to deal with the negative contents towards the brand?
- 10) How can you leverage and implement an UGC campaign in order to recover an unsatisfactory marketing campaign, already started by a brand without that strategy?

Note: The interview guidelines have been modified, as the interview progressed and another order of questions has been rearranged, basing on interviewee's respond.

BIOGRAPHY

Name	Miss Patcharakamol Esdul
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